

Attorney Docket No. 66156.000109 (Old Attorney Docket No. 56704.000109)  
Customer No. 27682

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re US Patent Application of:	)	
	)	Confirmation No.: 2322
Matthew K. GRACIE	)	
	)	
Serial No.: 10/735,018	)	Group Art Unit: 3623
	)	
Filing Date: December 12, 2003	)	Examiner: Unknown
	)	
Title: SYSTEM AND METHOD FOR	)	
CONDUCTING AN OPTIMIZED	)	
CUSTOMER IDENTIFICATION	)	
PROGRAM	)	

Mail Stop:  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT & RESPONSE UNDER 37 C.F.R. 1.116**

Dear Sir:

In response to the Final Office Action (“the Office Action”) dated May 7, 2008,  
Applicant respectfully requests reconsideration of the above-identified application in light of the  
amendments and remarks herein as follows:

**AMENDMENTS TO THE CLAIMS** begin on Page 2.

**REMARKS** begin on Page 18.